

26 JUN 1985

* OPERATOR PLEASE DISTRIBUTE THIS TELEX AT YOUR LOCATION
* ACCORDING TO THE FOLLOWING LIST :

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* MR. A. PALMER JR - PM RICHMOND

To: A.G.B
W. Tomm

INFO

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* NEUCHATEL 26TH JUNE, 1985

* SUBJECT : STRATEGIES, BARCLAY

* IN ORDER TO ASSURE THAT WE ARE ALL ON THE SAME WAVELENGTH
* WITH REGARD TO OUR STRATEGIES ON THE BARCLAY ISSUE, I WOULD
* LIKE TO SUMMARISE THE SUBJECT AS I BELIEVE IS OUR COMMON
* VIEWPOINT. SHOULD YOU DISAGREE PLEASE LET ME KNOW.

* THE ESSENCE OF THE BARCLAY TECHNOLOGY, I.E. THE ACTRON
* FILTER TECHNOLOGY, IS THE UTILISATION OF BY-PASS VENTILATION
* CHANNELS AT THE PERIPHERY OF THE FILTER WHICH ARE PARTIALLY
* OR TOTALLY OBSTRUCTED WHEN THE CIGARETTE IS HELD BETWEEN THE
* LIPS OF A SMOKER, THE CIGARETTE THUS YIELDING HIGHER
* QUANTITIES OF SMOKE CONSTITUENTS THAN COULD BE EXPECTED FROM
* DETERMINATIONS MADE WITH A CONVENTIONAL HOLDER ON A SMOKING
* MACHINE.

* SUCH A TECHNOLOGY CONFERS AN UNFAIR ADVANTAGE TO THE PRODUCT
* IF CONVENTIONAL STANDARD TESTING IS TAKEN AS THE BASE FOR
* PRODUCT COMPARISON BECAUSE THE CONSUMER WRONGLY ASSOCIATES
* THE RELATIVELY HIGH TASTE INTENSITY, WHICH IS LINKED TO THE
* HIGHER SMOKE DELIVERY OF THE CIGARETTE IN HIS MOUTH, WITH
* THE LOW STANDARD MACHINE DELIVERIES INDICATED ON PACKS AND
* POSSIBLY ON ADVERTISING.

* IT WAS THEREFORE OUR STRATEGY TO INTERVENE IN ALL MARKETS OF
* IMPORTANCE WITH AUTHORITIES, THROUGH COURTS OR BOTH, OR WITH
* STANDARDISING ORGANISATIONS IN ORDER TO RECTIFY THE
* SITUATION SO THAT CONSUMER INFORMATION IS CORRECT AND THE
* UNFAIR ADVANTAGE OF BARCLAY OVER OTHER PRODUCTS REMOVED.

* FULLY REALISING THAT WE MIGHT NOT BE SUCCESSFUL IN ALL
* MARKETS BECAUSE OF INEFFICIENT GOVERNMENT ADMINISTRATIONS,
* OR OF CIVIL SERVANTS WHO LACK INITIATIVE AND A FAIR APPROACH
* TO THEIR JOB, OR BECAUSE OF OTHER UNFAVOURABLE
* LEGAL CONSTELLATIONS WE ALSO OPPOSED THE B+W PATENT COVERAGE
* OF THE ACTRON TECHNOLOGY. WE ARE CONVINCED THAT THIS
* TECHNOLOGY DOES NOT REPRESENT ANY SIGNIFICANT INVENTIVE
* CONTENT ABOVE THE STATE-OF-THE-ART, IN PARTICULAR OUR OWN
* PHILIP MORRIS TECHNOLOGIES.

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* THIS SECOND LINE OF DEFENSE IS VERY IMPORTANT BECAUSE SHOULD
* THE AUTHORITIES IN A MAJOR MARKET CONVENIENTLY TAKE THE VIEW
* THAT ADDING ADDITIONAL TESTING PROCEDURES FOR CHANNEL
* VENTILATED CIGARETTES IS TOO CUMBERSOME AND DO NOTHING TO
* REMEDY THE SITUATION, SUCH A TECHNOLOGY WOULD CARRY SUCH AN
* ADVANTAGE ON THE MARKET, PARTICULARLY IF FURTHER PRESSURE ON
* PRODUCTION OF SALES WEIGHTED SMOKE DELIVERIES (TAR, INDEX OR
* OTHERS) ARE ENVISAGED THAT THIS TECHNOLOGY MUST BE AVAILABLE
* TO US.

* THIS IS WHY WE CONTINUE TO PURSUE THE DOUBLE PRONGED
* STRATEGY AGAINST BARCLAY.

* KIND REGARDS AND BEST WISHES,

* HELMUT W. GAISCH
* S+T NEUCHATEL

* *
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* 952605 FTRU CH

26.06.85/10:15

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